FINANCIAL SERVICES

Telecom

SIM consolidation continues due to VIL's decline

RJio continues to lead in active subscriber additions aided by rural/4G additions

The Telecom Regulatory Authority of India (TRAI) has released the subscriber data for Aug'23. The key highlights are as follows:

- VIL's churn led to a decline in active subscribers:
- The industry-wide gross subscriber base rose 2.2m MoM to 1,148m (vs. +2.7m in Jul'23). It increased for the second consecutive month after remaining flat during the last nine months. The number of VIL subscribers remained flat MoM, while RJio/Bharti added 3.2m/1.2m subscribers, resulting in a rise in the gross subscriber base.
- The active subscribers in the industry decreased 3.0m MoM to 1,043m (vs. +3.6m in Jul'23). The active subscriber base has been increasing by an average of 4m per month over the last eight months. The decline was led by VIL/Bharti's churn of 3m/0.4m subscribers while RJio added 1.2m subs.
- Rural subscribers: The number of rural subscribers grew 1.3m MoM (vs. +0.2m in Jul'23) to 519m. RJio/Bharti added 1.6m/0.7m subs (vs. +2m/-0.5m in Jul'23), while VIL/BSNL lost 0.3m/0.6m subs (vs. -0.7m/-0.6m in Jul'23). RJio continued to lead in rural markets with a 37.8% share (+20bp MoM), followed by Bharti at 35.0% (+10bp MoM) and VIL at 21.4% (-10bp MoM).
- 4G subscriber additions accelerate: The industry added 7.6m 4G subs (vs. 6.1m additions in Jul'23), to reach 839m (80% of active subscribers) after subdued additions of 4.6m per month on an average for the last one year. RJio/ Bharti added 3.2m/2.6m subs in Aug'23. VIL added 1.3m 4G subs in Aug'23 (vs. -0.6m in Jul'23).
- Mobile number portability (MNP): Total requests for MNP have been consistently increasing, validated by a higher churn and SIM consolidation. The number of MNP requests in Aug'23 stood at 12.7m (vs. 11.8 in Jul'23), representing 1.2% of the total active subscribers.
- Bharti continued to add 1.2m gross subscribers (vs. +1.5m in Jul'23). It lost 0.4m active subscribers in Aug'23 (+3.2m in Jul'23); however, its active market share increased 10bp to 36% due to higher VIL churn. The company's 4G subscriber additions stood at 2.6m (vs. +2.9m in Jul'23), taking its total 4G subscriber base to 247m.
- RJio continued to stand out with gross/active subscriber additions of 3.2m/1.2m MoM (vs. +3.9m/1.4m in Jul'23). This increased its active market share to 40% (+30bp MoM, the highest in the industry). Its 4G subscriber additions stood at 3.2m MoM (vs. +3.9m in Jul'23).
- VIL continued to witness churn with a flat/2.9m MoM decline in gross/active subscribers to 228m/199m (vs. a decline of 1.3m/0.4m in Jul'23). Its 4G subscriber base increased 1.3m MoM (vs. -0.6m in Jul'23) to 126m. It maintained its 4G market share to 15% in Aug'23 (+10bp MoM). Its 4G subscriber count has been flat for the last five months.
- Wired broadband subscribers for the industry increased 0.7m MoM to 36.4m in Aug'23. RJio/Bharti added 190k/160k subscribers MoM (vs. 230k/ 170k adds in Jul'23). BSNL's net subscribers rose 30k (vs. +20k in Jul'23).

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Exhibit 1: Active subscriber base declined due to VIL churn

Active subscriber base (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	356	359	358	359	365	366	367	370	370	373	373	376	376
VIL	215	212	212	210	210	209	208	208	207	205	203	202	199
RJio	385	386	391	388	391	394	398	403	407	412	414	416	417
Top Three players	957	957	961	957	966	970	973	980	985	990	990	994	992
Other players	58	57	52	56	55	55	55	54	54	53	53	52	51
Total	1015	1014	1013	1012	1021	1025	1028	1034	1038	1043	1043	1046	1043

Source: TRAI, MOFSL

Exhibit 2: RJio added the highest active subscribers; VIL/Bharti declined

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Active subscriber net adds (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	0.3	2.5	-1.0	1.0	6.0	1.3	0.8	2.5	0.7	2.4	0.1	3.2	-0.4
VIL	-1.7	-3.0	-0.5	-2.0	-0.1	-0.5	-0.8	-0.5	-0.8	-1.8	-2.5	-0.4	-2.9
RJio	3.0	0.9	4.9	-3.0	3.0	3.5	3.2	5.0	4.7	4.9	2.3	1.4	1.2
Top Three players	1.6	0.4	3.5	-4.0	8.8	4.4	3.2	7.0	4.6	5.5	-0.1	4.2	-2.1
Other players	-0.3	-0.9	-4.6	3.5	-0.3	-0.4	-0.4	-0.3	-0.4	-0.5	-0.5	-0.6	-0.9
Total	1.3	-0.6	-1.1	-0.5	8.6	3.9	2.8	6.7	4.2	5.0	-0.5	3.6	-3.0

Source: TRAI, MOFSL

Exhibit 3: In active subscriber market share (in %), RJio retained the pole position; Bharti increased while VIL declined													
Active subscriber market share	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	35.1	35.4	35.3	35.5	35.8	35.7	35.7	35.7	35.7	35.7	35.7	35.9	36.0
VIL	21.2	20.9	20.9	20.7	20.5	20.4	20.3	20.1	19.9	19.7	19.4	19.3	19.1
RJio	38.0	38.1	38.6	38.3	38.3	38.5	38.7	38.9	39.2	39.5	39.7	39.7	40.0
Top Three players	94.3	94.4	94.9	94.5	94.6	94.6	94.7	94.8	94.8	94.9	94.9	95.0	95.1
Other players	5.7	5.6	5.1	5.5	5.4	5.4	5.3	5.2	5.2	5.1	5.1	5.0	4.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 4: Gross subscribers picked up for the second consecutive quarter after remaining flat for the last nine months

Gross subscriber base (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	364	364	365	366	368	369	370	371	371	372	374	375	376
VIL	253	249	246	244	241	240	238	237	234	231	230	228	228
RJio	419	420	421	423	425	426	427	430	433	436	439	442	446
Top Three players	1036	1033	1032	1033	1033	1035	1035	1038	1038	1040	1042	1046	1050
Other players	113	112	112	110	109	108	107	106	105	104	102	100	98
Total	1149	1145	1144	1143	1143	1143	1142	1144	1143	1143	1144	1146	1148

Source: TRAI, MOFSL

Exhibit 5: Within gross subscribers, RJio/Bharti gained while VIL was flat

Gross subscriber net adds (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	0.3	0.4	0.8	1.1	1.5	1.3	1.0	1.0	0.1	1.3	1.4	1.5	1.2
VIL	-2.0	-4.0	-3.5	-1.8	-2.5	-1.4	-2.0	-1.2	-3.0	-2.8	-1.3	-1.3	0.0
RJio	3.3	0.7	1.4	1.4	1.7	1.7	1.0	3.1	3.0	3.0	2.3	3.9	3.2
Top Three players	1.6	-2.9	-1.3	0.7	0.8	1.6	0.0	2.9	0.1	1.6	2.4	4.1	4.4
Other players	-0.6	-0.8	-0.5	-1.2	-0.9	-1.5	-1.0	-0.9	-0.9	-1.5	-2.0	-1.4	-2.2
Total	1.1	-3.7	-1.8	-0.6	-0.1	0.1	-1.1	2.0	-0.8	0.1	0.4	2.7	2.2

Source: TRAI, MOFSL

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Exhibit 6: RJio continued to gain market share

Gross subscriber market share (%)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	31.7	31.8	31.9	32.0	32.2	32.3	32.4	32.4	32.5	32.6	32.7	32.7	32.8
VIL	22.0	21.7	21.5	21.3	21.1	21.0	20.8	20.7	20.4	20.2	20.1	19.9	19.9
RJio	36.5	36.7	36.8	37.0	37.1	37.3	37.4	37.6	37.9	38.2	38.4	38.6	38.8
Top Three players	90.2	90.2	90.2	90.3	90.4	90.6	90.6	90.7	90.8	90.9	91.1	91. 3	91.5
Other players	9.8	9.8	9.8	9.7	9.6	9.4	9.4	9.3	9.2	9.1	8.9	8.7	8.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 7: 4G subscriber base continued to increase

MBB subscriber base (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	219	220	223	225	229	232	234	236	238	240	242	244	247
VIL	123	123	123	124	124	125	124	125	124	124	125	124	126
RJio	419	420	421	423	425	426	427	430	433	436	439	442	446
Top Three players	761	763	768	772	777	783	785	791	795	800	805	811	818
Other players	21	21	22	21	22	22	21	21	21	21	20	20	21
Total	782	784	789	792	799	805	805	812	816	821	825	832	839

Source: TRAI, MOFSL

Exhibit 8: Incremental 4G subscriber additions continued to be the highest for RJio

MBB subscriber net adds (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	1.7	1.0	3.0	2.2	3.8	2.8	2.2	2.0	2.3	2.1	1.3	2.9	2.6
VIL	0.2	0.1	0.2	0.3	0.2	1.1	-1.3	1.1	-1.3	0.0	1.3	-0.6	1.3
RJio	3.3	0.7	1.4	1.4	1.7	1.7	1.0	3.1	3.0	3.0	2.3	3.9	3.2
Top Three players	5.2	1.8	4.6	3.9	5.6	5.6	1.9	6.2	4.1	5.2	4.9	6.2	7.1
Other players	0.5	-0.3	0.5	-0.6	0.6	0.6	-1.5	0.4	0.0	0.2	-0.9	-0.1	0.5
Total	5.7	1.5	5.1	3.4	6.2	6.2	0.5	6.6	4.1	5.3	4.0	6.1	7.6

Source: TRAI, MOFSL

Exhibit 9: 4G subscriber market share

MBB subscriber market share	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Bharti	28.0	28.0	28.2	28.4	28.6	28.8	29.0	29.0	29.2	29.2	29.3	29.4	29.4
VIL	15.7	15.7	15.6	15.6	15.5	15.5	15.4	15.4	15.1	15.0	15.1	14.9	15.0
RJio	53.6	53.6	53.4	53.4	53.2	52.9	53.0	53.0	53.1	53.1	53.1	53.2	53.1
Top Three players	97.3	97.3	97.3	97.4	97.3	97.2	97.4	97.4	97.4	97.4	97.5	97.6	97.5
Other players	2.7	2.7	2.7	2.6	2.7	2.8	2.6	2.6	2.6	2.6	2.5	2.4	2.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: TRAI, MOFSL

Exhibit 10: MNP continued to increase, leading to SIM consolidation

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Mobile Number Portability (m)	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Request submitted	11.4	12.0	11.8	12.0	12.5	12.4	11.2	11.7	11.0	11.5	10.9	11.8	12.7
Cumulative request submitted	736.1	748.1	759.9	771.9	784.4	796.8	808.0	819.7	830.7	842.1	853.0	864.8	877.4
% to active subscribers	1.1%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	1.1%	1.1%	1.1%	1.0%	1.1%	1.2%
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Source: TRAI, MOFSL

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